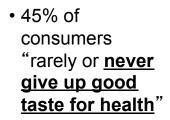
Key Insights...

Consumer Insights

• 70% of consumers recognize the link between healthy foods/ beverages and good health





Healthiness



Taste

Retailer Insights

Diet CSD consumer Supermarket Shopper Demographic Skews Demographic Skews Age: 35-54

Middle Aged couples Household size 5+ old Size: 2 or more Income: \$50,000+ Affluent **Maturing Families Established Families** pty Nesters/Comfortable Age 55-64

The High Indexing Diet Consumer is the Supermarket Shopper

Source: AC Nielsen Household Panel 2002

Brand Insights



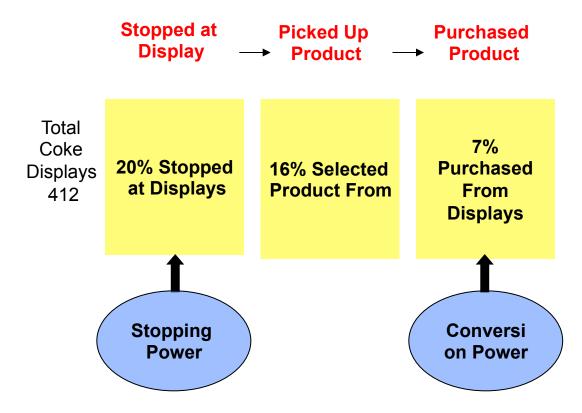


- #1 Diet in World
- #3 CSD in the U.S. in a category that represents 4% of Supermarket ACV
- Growing +6%
- Preferred by Diet CSD Consumers

Creates Opportunity

Deliver incremental retail sales through an innovative in-store marketing platform that leverages the strengths of our diet CSD portfolio to better connect you to your shoppers and their desire to balance wellness with fun and flavor.

Improve Stopping And Conversion Power Of Our In-outlet Marketing



A Fundamentally Different Approach to Merchandising

FROM: TO: Sustaining portfolio messaging Promotional brand emphasis with temporary establishing a permanent racks consumer destination Single package/single Multi-package/multi-brand brand Price/space based Consumer based dialogue dialogue Product & packaged Consumer marketing based POP messaging Displays as stacks of Marketing solution to improve inventory supporting price

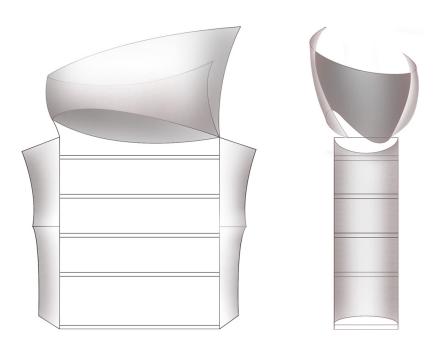
promotions

consumer experience/loyalty

and increase impulse

purchases

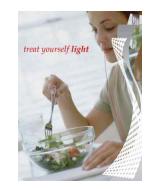
<u>Utilizing Light/Refreshing/Healthy Physical</u> <u>Design Cues...</u>



... Combined With Light/Refreshing Graphic Design Cues







Portfolio of POP Solutions



Small

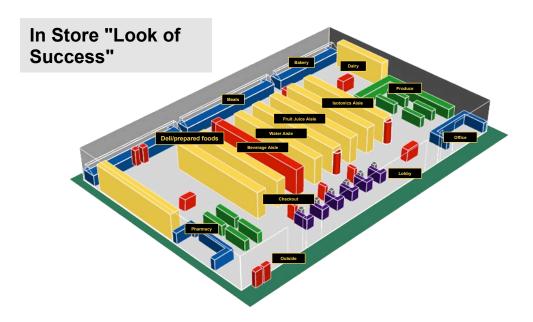


Medium



Large

Supported by Integrated Elements



Brand and Packaging News









KO Marketing Activation



